

## Who We Are

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Healthy Hearts California is a dynamic alliance of individuals and organizations working together to reduce the burden of heart disease and stroke in the state of California. Healthy Hearts California was created specifically to achieve goals outlined by Let's Get Healthy California:

<https://letsgethealthy.ca.gov/>, The

California Wellness Plan:

[bit.ly/1gLpVol](http://bit.ly/1gLpVol), the Million Hearts

Initiative: <http://millionhearts.hhs.gov/>,

and the American Heart Association's

Target: Blood Pressure (BP) Initiative <http://connectingcommunities.heart.org/targetbp/>.

These plans are designed to reduce the burden of heart disease and stroke in California, and provide guidance to individuals and organizations spanning a wide range of health and social disciplines that play a role in reducing the risk and prevalence of heart disease and stroke among all Californians. Through a coordinated and integrated approach, Healthy Hearts California implements planned activities to address the goals and targets of Let's Get Healthy California, The California Wellness Plan, the Million Hearts Initiative, and the American Heart Association's Target: BP Initiative.

Healthy Hearts California is comprised of representatives from a variety of individuals, organizations, and constituencies working in heart disease and stroke prevention and control. This diverse group includes state and local governments; private and nonprofit organizations; health, medical, and business communities, academic institutions; researchers; survivors; caregivers and advocates. Healthy Hearts California is administered by California's Cardiovascular Disease Prevention Program, a program of the California Department of Public Health, and funded by the Centers for Disease Control and Prevention (CDC).



# Vision

Healthy Hearts for all Californians

# Mission

Reduce the risk and prevalence of heart disease and stroke among all Californians.

# Goals

Goal 1A	By 2020, decrease the prevalence of high blood pressure from 26 percent to 23 percent.	California Health Interview Survey (CHIS)
Goal 1B	By 2022, increase the percentage of adults diagnosed with hypertension that have controlled high blood pressure to 70 percent.* * Acknowledging some regions/groups have reached this goal – the alliance will also strive for higher goals such as indicated in the California Wellness Plan indicator 2.6.2L pg. 48: By 2022, increase the percentage of adult diagnosed with hypertension that have controlled high blood pressure from: 79 to 87 percent for Medicare patients, 50 to 70 percent for PPO patients, and 78 to 86 percent for HMO patients.	Healthcare Effectiveness Data and Information Set (HEDIS)
Goal 2	By 2022, decrease the prevalence of adults who are obese from 24 to 11 percent.	Behavioral Risk Factor Surveillance System (BRFSS)
Goal 3	By 2022, decrease the percentage of adults who are current smokers from 11.7 to 9 percent.	Behavioral Risk Factor Surveillance System (BRFSS)
Goal 4	By 2020, decrease the prevalence of diagnosed diabetes, in adults, from 9 to 8 percent.	Behavioral Risk Factor Surveillance System (BRFSS)

## Guiding Principles

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- Health Equity
- Integrated Efforts
- Measurable Outcomes
- Youth
- Physical Activity/Nutrition
- Well-being/Lifestyle
- Innovative, Cutting-Edge Strategies
- Data-Driven Strategies

## Benefits of Collaboration

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- Share information and increase knowledge base with heart disease and stroke leaders throughout California
- Increase the ability to leverage resources and the visibility for heart disease and stroke prevention and control
- Reduce duplication of efforts
- Collaborate across programs and organizations to maximize public health impact
- Receive Healthy Hearts California listserv which to keep current on statewide events, research, and funding opportunities